ABSTRACT

WiFi Flashzone Seamless is WiFi service provided by PT Telekomunikasi and PT Telkomsel for Telkomsel's customer to enjoy super fast WiFi. In this research conducted interviews to users of WiFi Flashzone Seamless service, there are several complaints and customer dissatisfaction with the service. Based on these problems, writer conducted an analysis of customer needs in Bandung to serve as improvement recommendations for the company. There are 26 customer needs attributes that grouped into 7 dimensions based on Voice of Customer (VoC) that supported by previous research. This research using Service Quality Method to determine weak attributes and strong attribute. Kano Model used to categorize the must-be (M), one dimensional (O), attractive (A), indifferent (I), and reserve (R)attributes. Integtation of Service Quality and Kano Model Methods shows the actions that companies need to take, which is development, defense, and improvement. Based on the results of data processing from 110 respondents, there are 15 strong attributes, 11 weak attributes, 10 attributes of must-be category, 10 attributes of one-dimensional category, 4 attributes of attractive categories, and 2 attributes of indifferent category. Integration of Service Quality and Kano Model method's result is True Customer Needs, there are 10 attributes that need to be improved and 2 attributes that need to be developed.

Keywords: Needs Analysis, Service Quality, Kano Model, Integration of Service Quality Methods and Kano Model, WiFi Seamless Flashzone.